

## 3 Steps to Increase District Achievement

# Strategic Planning is for More Than Just the Business World

Did you know that effective strategic planning has shown to lead to increased student performance?

MASA's three-step **Strategic Action Planning (SAP)** process will help your district achieve its goals, improve student outcomes, and become a more efficient and effective district.



1

### Fact-Finding

Participants will create a list of interview questions about the district's achievement goals and interview 5-7 key stakeholders. An MASA team member is available to coach and mentor throughout the fact finding process, and will be available throughout the three step process.



2

### Data Collection & Identification of Pockets of Excellence

Based on interviews, participants will identify the district's barriers to achievement and be challenged to find the Pockets of Excellence around each barrier and determine – who and how did the person(s) overcome this barrier? Can we replicate?



3

### Plan Writing

Using what was learned, participants will develop a Strategic Action Plan with 1-3 goals, timelines, and next steps. Fact Finding and data collection may continue throughout the plan writing process until the plan is finalized with the help of your MASA coach.



MASA Staff guides you through the entire planning process.

MASA mentors and coaches work with district superintendents and their teams throughout the process, including writing their SAP. This takes place over a six month period. Samples of the SAP process can be found at [gomasa.org/sap](http://gomasa.org/sap).

?

For questions, please contact  
**Dr. Tina Kerr** at [tkerr@gomasa.org](mailto:tkerr@gomasa.org).

